

**WORK SESSION  
OF THE BRIGHAM CITY COUNCIL  
TO DISCUSS THE CITY'S VISION  
OCTOBER 20, 2005  
5:43 P.M.**

PRESENT:	Lou Ann Christensen	Mayor
	Jon Adams	Councilmember ( <i>arrived at 6:30 p.m.</i> )
	Holly Bell	Councilmember
	Alden Farr	Councilmember
	Reese Jensen	Councilmember
ALSO PRESENT:	Ben Boyce	Director of Parks and Recreation
	Mary Kate Christensen	City Recorder
	Paul Larsen	Director of Economic Development/City Planner
	Dennis Sheffield	Director of Finance
	Don Tingey	City Administrator
	Paul Tittensor	Chief of Police
EXCUSED:	Bob Marabella	Councilmember

Mayor Christensen reviewed the employees' balance scorecard, which has the following focus areas: economic development, responsive government, public safety, quality of life and cultural and heritage. The directors, superintendents and employees were initially encouraged to base their goals on these focus areas.

Mr Larsen explained that he had taken Councilmember Jensen's comments from the last visioning meeting, adding statements from the minutes, and came up with the following vision statement:

*"Brigham City envisions becoming a community that preserves and enhances a small town atmosphere of tree-lined streets, surrounding homes, parks and a vibrant and revitalized Main Street, with its historic architecture and ambiance, specialty businesses, crafts, arts and cultural life, while accommodating growth in the new economy in the new century. It will solve the challenges of its geographic setting, isolation and limited land availability, while building on its advantages: easy access to the Salt Lake City and Ogden City metropolitan areas, history, natural beauty and a clean environment. Brigham City will improve its already considerable quality of life, becoming known as the location of choice for knowledge workers seeking a place to live and do business in a desirable setting and providing the same opportunity for our children if they choose to stay. Brigham City will become known as the Northern Gateway to Utah and regional center for arts and culture, capitalizing on the history, quality and potential of its vibrant downtown business district, parks and tourism destinations. It will recruit businesses and entrepreneurs to provide the amenities its residents now seek in other markets, and it will ensure the safety and security of its residents through continuing commitments to its public safety services. Brigham City will ensure that its citizens have the services and infrastructure they need to maintain and enhance their quality of life and do business in the new economy. This will include state-of-the-art, redundant telecommunications infrastructure. It will include basic infrastructure, clean water, waste treatment, and reliable electricity, as well as safe, sufficient highways, freeways, commuter rail, mass transit and air transportation, connecting Brigham City to the region, the nation and the world. It will include high quality housing at all income levels and with a variety in density and design. It will include educational infrastructure that produces a highly skilled work force. The Brigham City campuses of Utah State University and Bridgerland Applied Technology College will cultivate entrepreneurs and businesses that utilize these institutions' potential for research and development of new technologies to provide high paying jobs for our citizens. Brigham City will have a reputation as a desirable place to start, grow or move a high technology business. This will be accomplished by having high but achievable standards, clearly articulating those standards and making the development or licensing approval process as simple and user friendly as possible. Brigham City will maintain fiscally standard policies that ensure that its citizens and businesses are not unduly burdened by high taxation.*

The Mayor asked Councilmember Jensen to give a presentation on the work he had done on the vision.

In a previous meeting Councilmember Jensen suggested the following vision:

- ◆ We will preserve our **small town atmosphere**.
- ◆ We will become linked by **commuter rail** to other cities along the Wasatch front and by **high speed broadband internet** to the worldwide network.
- ◆ We will preserve and enhance our **history, heritage and cultural arts**.
- ◆ We will enhance our **quality of life**.
- ◆ We will **strengthen our economy** by building on the core business strengths and attract new high tech industry into our City.
- ◆ We will **remain financially sound**.
- ◆ We will be known for our **highly skilled work force**.
- ◆ Our university will be known as an innovation center for the **research and development** of new technologies.
- ◆ We will become the **Northern Gateway to Utah** and a **destination site** for area attractions.

Councilmember Jensen said at the last meeting, the Council discussed appointing champions of the vision. He felt that the champions are the Mayor and City Council. They have to provide the leadership in moving this forward. It also requires that staff become champions because they control the resources. In addition, there has to be stakeholders. These are the employees, boards, commissions, task teams and developers.

Councilmember Jensen explained that each of these vision components requires a champion and a stakeholder. For example, the stakeholders for "strengthen our economy" and "remain financially sound" would be the Economic Development Board, Chamber of Commerce, RDA and EDA Boards. He felt that it is critical that the City align all the boards and commissions with the vision and help them understand the role they play in meeting the vision.

Councilmember Jensen felt that once the Council agrees on the vision, a presentation should be made to the citizens, boards and teams and explain the direction the City is going and how to get there.

Councilmember Jensen discussed an implementation plan. The first step is to make a decision on the vision and take ownership. The next step is to appoint champions, then prepare the business case. Telling the story would be the next step. In order to tell the story, he suggested multiple copies of the presentation be made and each councilmember go to their individual teams, boards and/or commissions and start telling the story.

Councilmember Jensen recommended the Council then go through and validate all the boards and commissions. Are they needed? If so, why? What is their role in meeting the vision? What is their purpose? They need to clearly understand their part in making the vision happen. If they understand that, they will get behind it and make it happen.

Councilmember Farr questioned whether the Council is trying to hurry things too much. These things take time, yet the Council doesn't want to wait for them to go through their normal process.

Councilmember Adams said the vision statement should be more general than specific. It shouldn't change every time a new trend comes about or a new consultant comes on board.

Councilmember Adams suggested the Council not sell the vision to the boards and commission, they should be part of selling it *with* the Council. For example, the Council does not define what West Forest should look like until the committee comes up with something.

Mayor Christensen suggested Mr. Larsen go through Councilmember Jensen's building blocks and take the vision and place it within the building blocks to make sure it is all encompassing, and assign a staff member and stakeholder.

Councilmember Farr said the City already has a mission statement, which includes everything the Council wants. The vision statement just supports it. The City just needs to move forward and let Mr. Boyce work on a recreation center, and Mr. Larsen continue working on the innovation center and West Forest development. Things are moving forward, and some of the other things, such as commuter rail, will continue. The City is

where it needs to be, the Council just needs to continue moving forward and not worry about not doing enough.

Councilmember Adams said he felt the vision statement should be more concise. Mayor Christensen said she and Mr. Larsen will look at it and try to cut it back. They will also go through and assign a staff member and stakeholder to go with each of the topics. The only thing left after that would be the City's brand, or slogan. The Council talked about "Beautiful Brigham – your future is here." Mr. Larsen explained that this is the slogan. The City's *brand* will be determined by the citizens and the world. However, the Council can position the City how it wants to be perceived, and work towards that.

The Mayor and Mr. Larsen will bring the vision statement back to the City Council.

The meeting adjourned at 6:53 p.m.